

Contra Costa's  
Green Business Program  
brings you...

# STAYING GREEN

January 2004

## OUR FIRST NEWSLETTER!

Five years, 24 partners and 114 Green Businesses later, the Green Business Program is going strong — and we want you to know! We've certified over 10% of our auto repair shops, several terrific landscapers, a company that installs solar paneling, several grocery stores (Trader Joe's, Whole Foods and El Cerrito Natural Grocery Store), one of the Contra Costa Times printing facilities, Bill's Ace Hardware stores, and numerous public agency operations—the latest being

Walnut Creek Fleet and Danville's corporation yard. Check our website for the latest list of businesses (and those in the other 5 Bay Area counties) at [www.greenbiz.ca.gov](http://www.greenbiz.ca.gov).

Look for our newsletter twice each year as we welcome new Green Businesses, highlight the work of one of our GBs to be green, bring you news in general and, importantly, help you **stay green** with tips that will hopefully also save you money. Call with any questions about



these—our many partners are always available with their expertise!

"We decided to become a Green Business because we wanted people to know that we care about the environment and about our own community. It really matters to our employees that we run our business in a way that protects the environment, and the Green Business Program is a way to let our customers know that."

Lloyd Wright  
El Cerrito Honda

## GREEN TIPS.....

**Low Mercury Lighting:** You've converted from the old T-12 fluorescent tubes to the skinny new T-8s, saving up to 66% on energy, & now you're ready for a low-mercury lamp to prevent pollution, right? Here are some 'low mercury' T-8 lamps, & their actual mercury content (# milligrams/lamp):

- ? 3.5: Philips Alto
- ? 6-9: General Electric Ecolux
- ? 6-8: Osram Sylvania Ecologic

Source: **Inform, Inc.**, a non-profit research organization that identifies sustainable products & practices. More info & resources at [www.informinc.org](http://www.informinc.org).

## PROMOTIONS GALORE!

We've been busy promoting the program with ads in the last several issues of Bay Nature magazine and the Sierra Club's local Yodeler newspaper, and articles in the Christian Science Monitor (story on our green restaurants) and the Orinda News (story on

Orinda Motors, Orinda Chevron and Baefsky's Landscape Ecology Consulting becoming Green Businesses). KNBR & KFOG aired a terrific show on the Green Business Program in April. And in fact Orinda (contd. over)Chevron & Orinda



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## GETTING TO KNOW OUR GREEN BUSINESSES: THE HAPPY GARDENER

As one of our newer Green Businesses, The Happy Gardener ([www.happygardener.com](http://www.happygardener.com)) has over 20 years experience in RIPM (Residential Integrated Pest Management) and has won 8 awards in Pollution Prevention and Water Management.

Bird Morningstar's successful results have come from keeping up on the latest breakthroughs, being willing to experiment, and diligently educating his clients. In fact, teaching

his clients and helping them practice and participate in RIPM helps both them and the community in two ways: (1) It takes the pesticide handling away from his clients; and (2) it helps the community by lessening the risk of pesticides ending up in our storm drains and Bay by catching a ride on run-off from yard irrigation.

From beneficial nematodes in the winter to pheromone traps in the summer, and many alternatives in between,



Morningstar hanging a pheromone trap to monitor insects.

The Happy Gardener's practice of RIPM helps to reduce pesticide applications and puts our clients, their yards and communities more in tune with science and Mother Nature.

## 2003 GREEN FESTIVAL A HIT!

20,000 people converged on San Francisco's Concourse Exhibit Hall for the second annual (incredible) **Green Festival!!**

Its purpose was to help promote and build sustainability by offering companies operating in a "green" way a place to highlight their efforts.

The Bay Area Green Business Program was there, joined by over 50 speakers and 300 businesses, ranging from home building and remodeling to food, clothing, personal care products, furniture, solar energy, social investing, travel, and a myriad of others. Vendors are listed at [www.greenfestivals.com](http://www.greenfestivals.com).

We'd really like to encourage **you** to exhibit at next year's festival in November to promote your own efforts!



## PROMOTIONS (CONTD.)

Motors were on KNEW's "Meet the Planet" show!

And our **website**, which now features over 300 businesses in six counties, is now attracting be-

tween 4,000 and 7,000 visitors each month! Check it out at [www.greenbiz.ca.gov](http://www.greenbiz.ca.gov).

Finally, our **program is expanding**, to San Fran-

cisco, Santa Cruz, Monterey, Sacramento, Ventura, San Diego, Arizona and Hawaii—all in 2004!

## EL E NE 2003 GREEN SINESSES!

Ace Truckbox Center,  
Martinez  
Andy's VIP Auto Service,  
Antioch  
Bill's Ace Hardware, Martinez  
Bill's Ace Hardware, Concord  
BMW Concord  
CocoCopy, Antioch  
Concord City Fleet Services  
Contra Costa Newspapers,  
Concord  
Del Conte's Landscaping  
Diablo Auto Specialists,  
Walnut Creek  
Diablo Transmission,  
Concord

Don's Radiator & Smog  
El Cerrito Natural Grocery  
El Sobrante Florist  
J & S Equipment, Concord  
Landscape Ecology  
Consultants (Baefsky)  
Laural Landscapes  
Milton Kalish, Therapist  
Mt. View Sanitary District,  
Martinez  
Orinda Chevron Service  
Orinda Motors  
Personal Financial  
Consultants, San Ramon  
Paragon General Contractors,  
Richmond

Pinole City Fleet Services  
Pittsburg City Grounds & Parks  
Rocha's Auto Svc, Pittsburg  
San Ramon Marriott Hotel  
Starbucks, Center Av, Martinez  
Sky Power Systems  
The Happy Gardener, Concord  
Town of Danville Mtce.  
Services  
Toyota Parts Distribution  
Center, San Ramon  
Trader Joe's, Diamond Blvd, &  
Oak Grove, Concord  
Whole Foods Market,  
San Ramon